

Code : 302401

BBA 4th Semester Exam., 2018

STRATEGIC MANAGEMENT

Time : 3 hours

Full Marks : 60

Instructions :

- (i) The marks are indicated in the right-hand margin.
- (ii) There are **SEVEN** questions in this paper.
- (iii) Attempt **FIVE** questions in all.
- (iv) Question Nos. 1 and 2 are compulsory.

1. Answer any six of the following : 2×6=12

- (a) Define strategic management.
- (b) Define the strategy.
- (c) Enumerate some characteristics of strategic management.
- (d) What specific entrepreneurial aspects include the strategy formation process?
- (e) What involves the strategic management function?
- (f) Which are the steps of strategic management?
- (g) How is strategy formulation process referred sometimes?
- (h) What involves the strategy implementation?

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(Turn Over)

(2)

- (i) Which are the components of strategy management?
- (j) Differentiate between vision and mission.

2. Answer any three of the following : 4×3=12

- (a) Define strategic planning and its characteristics. <https://www.akubihar.com>
- (b) What kind of skills should a manager have who formulates the strategy?
- (c) Define strategic planning and its characteristics.
- (d) Differentiate between retrenchment and combination strategies.
- (e) Discuss in brief the process of strategic management.

Answer any three questions : 12×3=36

- 3. What is the method of the 'five forces of competition'? Describe briefly the procedure.
- 4. What are the basic strategic objectives? How are they different from the tactical or operational objectives?
- 5. Elaborate on the importance of the BCG matrix in the corporate strategy process.

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(Continue)

(3)

6. Explain the relationship between corporate governance and social responsibility.
7. How can the decision maker identify strategic factors in the organizations internal and external environments?

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